

Legal Marketing: 3 Reasons Why Lawyers Fail to Grow Their Practices

By: Stephen Fairley

<http://www.TheRainmakerInstitute.com>

Law firm marketing is a complex and competitive business. And there are many reasons why some law firms fail to grow or even fail to survive.

However, in my work with more than 7,000 attorneys over the years, I've come to find out that there are essentially **3 main reasons why lawyers fail to grow their practices:**

Lack of Time

This is the single biggest complaint we hear. You're stressed for time. You barely have time to serve your clients, much less market your practice. Not to mention spend time with your family.

Lack of Systems

There are several simple systems attorneys can use to create a "lifestyle practice"—a practice that supports the lifestyle you want to lead, rather than one that dominates your life.

Lack of Strategy

From a marketing perspective, a comprehensive strategy to grow your law firm is essential to your long-term success. Otherwise, you and your team lack direction.

These "lacks" can be overcome so that you can create that lifestyle law practice you desire.

Many of our clients are proof of that. When you use a proven legal marketing strategy that consistently produces results, you can then set up legal marketing systems that, in turn, frees up your time, increases your client roster and boosts your revenue.

And where might you find proven legal marketing strategies? Check out the free offer below.

Free CD: Law Firm Marketing Strategies

Get your free CD on [Law Firm Marketing Strategies](#) by #1 best-selling author and nationally recognized law firm marketing expert Stephen Fairley, and listen as he reveals a proven system to generate more and better referrals, find new clients fast, and fill your law practice!

Discover:

- How 1 piece of simple technology in your practice will drastically increase your communication with prospects, clients and referral sources – resulting in a major revenue boost
- 5 ways to market and position yourself as a recognized expert

- How 2 Attorneys promoted their law firms to over 100,000 people for less than \$100 in 2 hours
 - The 1 item you must absolutely have to create a Million Dollar Law Practice (hint: Not having this will almost guarantee your failure!)
 - 6 BIGGEST secrets to generating more and better referrals
 - How to create a proven network of 30 new Strategic Referral Partners in the next 90 days
- To obtain your free CD, click [here](#) now.

Practice Made Perfect for Lawyers CD Set

The [Practice Made Perfect CD set and manual](#) applies Stephen Fairley's unique High Impact Marketing System to the practice-building challenges faced by solo practitioners and partners at small law firms.

It includes dozens of specific marketing and sales recommendations that can be easily and quickly applied to your firm, including:

- The only **7 sure-fire ways to get clients** in your door NOW
- Why **advertising doesn't work** for most small law firms
- The **7 reasons why people don't buy** from you
- How to market and **sell with USP's** (Unique Selling Proposition)
- Using audio logos to **attract immediate attention for your business**
- Using **low-cost, high impact marketing strategies**
- Strategies for achieving **maximum results from all of your marketing efforts**
- How to discover your **Ideal Target Market**
- **3 critical factors to remember when looking for new clients**
- The **NEW sales cycle for professional services**
- How to **retain your best clients**

Click [here](#) to order your **Practice Made Perfect for Lawyers CD set and manual** now.

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice.

He is the international best-selling author of 10 books and 5 audio programs.

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